



Future Social Meeting Point in Supermarkets

Integral Design Project - Report Phase 1

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1. Introduction

This is the report of team RAZB for the course Integral Design Project, TU Delft. The client company is Albert Heijn. In this report the overview of the first phase of the project is provided. To introduce the reader of the steps taken, in the Approach chapter the information about the methods used and the reasons behind the choices are explained. In the same chapter it is also explained how the findings from the first phase are going to be used in the following phases of this project.

Further in the report the overview of the social engagement projects of Albert Heijn are introduced. Albert Heijn is already involved in all kinds of activities. One of the existing places where social interaction happens is coffee corners at the shops. Therefore insights of the coffee corners of Albert Heijn shops are provided.

As the end the prototype will be placed in the headquarters of Albert Heijn in Zaandam, the reader is introduced with the location- the Innovation Cafe.

To explore the topic deeper different kinds of analysis were done- research questions and DESTEP. Already in the Approach chapter reader is introduced with the reasons and goals of the chosen methods.

Last but not least interaction vision is introduced and the report is concluded with recommendations for the next project phase.



The IDP team consists of the 3 masters of Industrial Design Engineering. Within our team there are 2 persons of each master:

Strategic Product Design

- Karina Simane (Latvia)
- Barbara Spitaler (Southtyrol)

Design for Interaction:

- Renee van Boheemen (The Netherlands)
- Sandra Bruij (The Netherlands)

Integrated Product Design:

- Deian Mishev (Bulgaria)
- Marcel Schneijdenberg (The Netherlands)

Because of the international diversity and the shared interest in Retail (4 out 6 are specialising in Retail Design) the team fits this project very well.

2. Approach

Our approach for the IDP project consists of several methods we learned in the masters. We roughly divide our process into three phases named after the main activities in that phase. First we have an analysis phase which will take 8 weeks. Then we will have an ideation phase in which we will develop ideas (this will take around 6 weeks). From several ideas we shape a concept which will be worked out properly and be made into a prototype (6 weeks). With this prototype we will do user evaluations and finally make some recommendations for the follow up of the project.

What we will do in the ANALYSIS

After the briefing of AH about the assignment we were in need of a clear design goal. For this design goal we asked ourselves the questions What, Where, Why, Who and How. With this method we could structure our thinking.

Before we can start Ideation we had some questions concerning the subject and context. We came up with some research questions, the answers on these questions were purely for our own understanding of the subject and they might be of inspiration for the Ideation phase. Per research question the relevance is explained as well as the explanation of how the question was answered.

Because the assignment talks about a social meeting point we think the users are important. Therefore we want to know more about the users. Because we design a future social meeting point, we cannot actually meet our future user. But what we can do is research the current user and from that information shape our future user. We can explore the user's needs with context mapping techniques. With the information gained from this method we can make guidelines for the design and we can have several insights concerning the topic and the interaction.

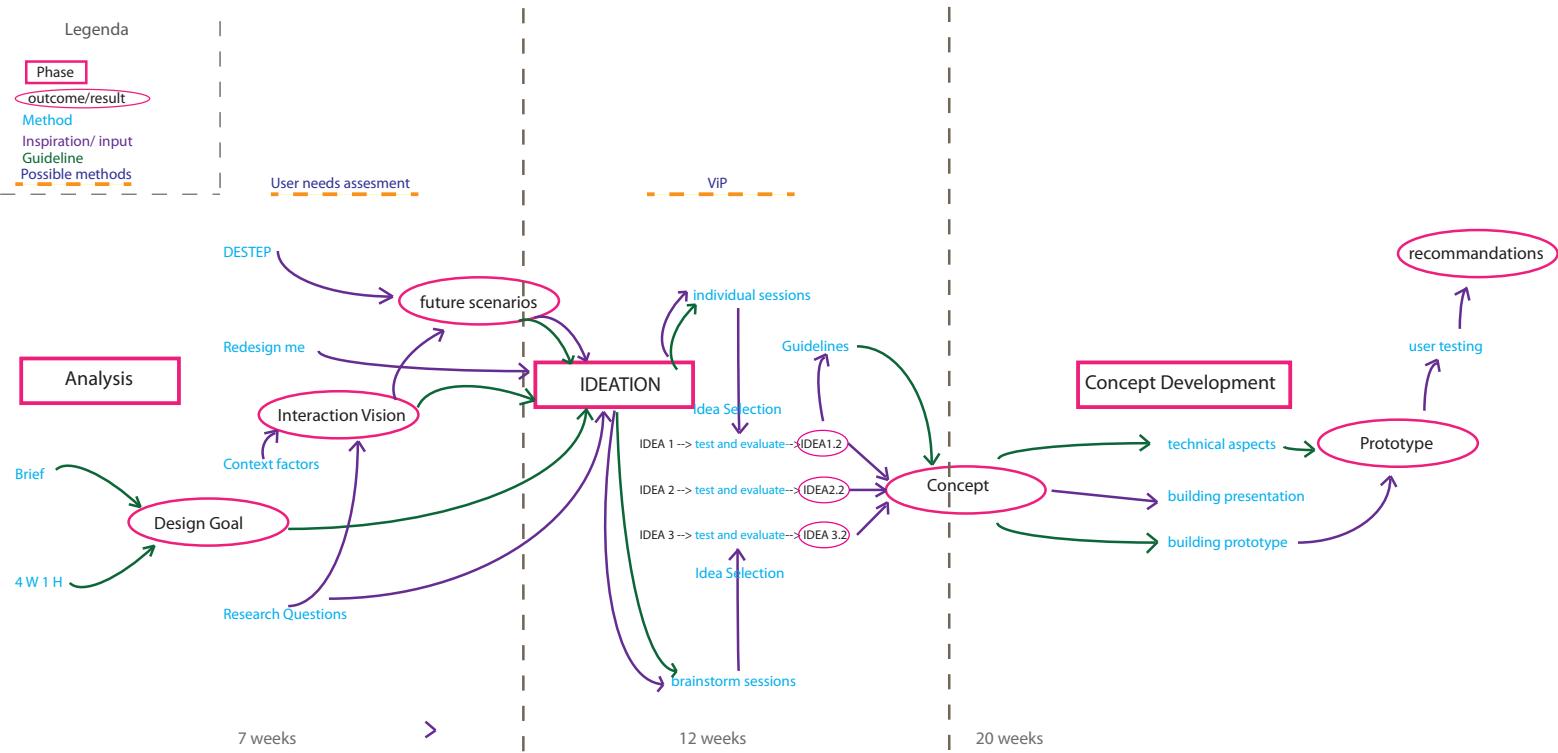
The interaction of the user with this 'to be designed' product (and fellow users) is very important, therefore (as

designers) we want to have a vision about it. Next to this reason another reason for us to make an interaction vision is that our group has to have the same focus and aim to strive for. If we can already say something about how we want the interaction to be this can serve as a guideline for the design. The method of how we defined our desired interaction was:

- We came up with all kind of context factors consisting of states, principles, developments and trends.
- From these factors we selected a few factors that we think are relevant for the subject and of which we get inspired. From the selected factors we derived an interaction vision which can be used as a guideline and inspiration for the design.
- From the interaction vision we can derive product qualities which the product should have. We can use these product qualities to question how a certain effect is achieved. We could think of means to achieve this effect.

Because we need to design for the future we are in need of some information about the future. Unfortunately we do not have a glass bowl so we have to predict the future on the basis of trends and developments currently going on with regard to economical changes, technological changes, demographics changes, sociological changes and ecological changes. For this analysis we will make use of the DESTEP format. With the outcome of the DESTEP we can say something more about the likely future and we can use the information as input for the future scenarios.

We cannot predict the future but it might be interesting to use future scenarios to assess users needs in the future. For these future scenarios we need 2 driving forces. Those driving forces are context factors that will be derived from



The three phases of the IDP project

the brainstorm of our interaction vision and from the DESTEP analysis. The driving forces should be of big impact on the future and of high uncertainty. We will use a matrix to visualize the options and extremes. We will visualize and tell about the 4 future scenarios by making use of persona's and rich pictures. (For each of the 4 futures we can envision how our interaction will take place and take shape in the future.) Finally we will pick out elements of all 4 futures and create one future on which we will focus on for the rest of the project. This future scenario can act as an inspiration for the design and to make the design a meaningful future product.

What we will do in the IDEATION

- Individual idea generation
- Group idea generation with the use of idea generation techniques, the main questions asked in the brainstorm are "how to" questions, example; 'How can we achieve that effect?'
- If we are in need of more ideas and are not inspired enough we can choose to perform a ViP session with Eric Jepma.
- After we come up with a lot of ideas it is time to judge these ideas and pick elements out of the ideas we like.
- We can test some of the elements of the ideas quick and dirty to confirm or discard our assumptions.
- From all the elements and ideas we will design a concept which will be worked out extensively in the concept development phase.

What we will do in the CONCEPTUALISATION

- developing the concept on technical aspects, user centred aspects and appearance.
- Making a prototype of the concept.
- Make a storyboard about the concept to envision future use.
- Work on presentation
- (Test and evaluate the concept with users and make recommendations for follow up).

User need assesment

Methods that could be used are context mapping techniques.

Questions

- What are the users needs concerning a social meeting point for the future?
- Where do people socialize now?
- What enables them there? What not?
- What do they want for a social meeting point to provide?
- Who do they want to meet? Who not? Why?
- Where do they want to talk about with complete Strangers? Employees? Vague Connections? Friends?
- Why do they want to talk about those subjects? With CS, VC and friends?
- Will this change in the future? (2030) Who will be our users than?

3 Design Goal

3.1 Visit

The initial visit that the group made was intended to make the uncertainties of the briefing emerge on the surface. These were addressed through a short presentation in which the questions which came up from the briefing were asked. These were:

- Does AH have a special target group in mind?
- What will AH want to achieve with the social meeting point?
- What is the added value?
- Why does AH want a social meeting point?
- What is expected from us?
- What does AH want to bring under attention the important challenges around food?
- Is the social meeting point a free service? (than how do you see this generating value for AH?)
- Does AH have articles or other reading material about social meeting points?
- Does AH want the social meeting place in the store or more besides the store? (like a corner in the shop past the checkout)

Meeting the innovation team in AH headquarters facilitated the definition of a set of new criteria for the design. These however were left tangible as AH group wanted to stress on the fact that they do not want to obstruct the purity of the creative processes in any way. Still these included tangible criteria (dimensions, positioning) and information on what social outcome the product should facilitate. In addition the innovation department's personal expectations of what the project should achieve were heard. The re-briefing finished with a presentation given by AH. This included previous work in the field (social heart project) and a short description of the outcome of other innovation projects displayed inside the café.



Pictures from our first visit at AH innovation Cafe

3.2 Goal Definition

The design goal emerged after administering a 5W + 1H model in a one and a half hour session. This session was shortly after the company visit so that the vital design goal could be formed.

The 5W + 1H model is essentially a set of questions used to describe the problem and map all of the parties involved in its existence and contributing to its solution. The set of questions are:

1. Who?
2. What?
3. Why?
4. Where?
5. When?
6. How?

The five "W" and one "H" question stands for the name of the method. The 4 W are used to facilitate for the clear answer of the last "H" question which respectfully is the definition of the Design Goal.

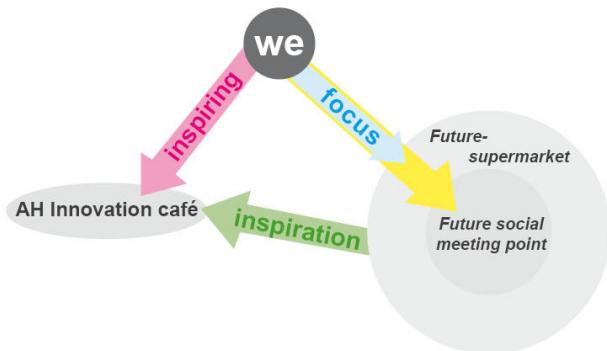
The answers of these questions were defined as:

1. Who?
Employees, guests and future supermarkets customers.
2. What?
Social meeting point.
3. Why?
To inspire people, create and sustain consumer loyalty and entice communication.

4. Where?
The "Innovation Café" situated in the AH headquarters in Zaandam.
5. When?
"Now for the future" (year 2030).
6. How?
Provide a social meeting point inside the innovation café for employees and guests to get inspired and communicate about the supermarket as the future social meeting point.

Therefore, as stated above, the Design Goal is:

"Designing the future social meeting point for supermarkets and placing it inside the innovation café to inspire employees and guests of the AH headquarters."



The Design Goal: Inspiring by inspiration

4. Company analysis

4.1 Company identity

Albert Heijn was founded in 1887 and pioneered the development of the modern supermarket in the Netherlands. Its innovations range from the creation of the country's first self-service formats to the introduction of new and exciting products on the store shelves. Albert Heijn is leading food retailer in the Netherlands and also one of the country's most recognizable brands. Its mission is "to make the ordinary affordable and the extraordinary attainable" for customers. Albert Heijn is one of the largest employers in the Netherlands with more than 800 stores, over 75.000 employees, a market share of 33,5%. The company operates four main formats:

Neighborhood grocery stores

These stores have a basic assortment and are there for the daily groceries. There around 830 stores of this type within the Netherlands and also one in Belgium since 2011. Around 200 of the stores are franchise stores, which mean that local entrepreneurs own the store but they use the Albert Heijn format in the store and also use the general assortment and discounts, but they can expand their assortment and also make their own discounts and promotional activities.

AH XL supermarkets

These stores are much bigger than the neighborhood stores. They have a extensive assortment and also more non-food products. The stores also have more parking possibilities and are situated on an easy to reach location.

AH to Go

The AH to Go stores are mostly situated at stations and gas stations. These stores have a very small assortment and the products are selected on their ability to use them on the go. So pre-produced meals you only have to heat up (which can be done in the store) and several snacks. The range differs from breakfast to a complete meal.

AH internet grocer

In the webshop you can order all your groceries and they will be delivered by Albert.nl. The nice thing is that you can also order products from Etos and Gall & Gall and they will be delivered at the same time.

4.2 Social involvement of AH

From the research we found out that Albert Heijn is aiming to be always first to introduce sustainable products and services to the market. That gives us a unique opportunity to develop a futuristic and visionary project.

Besides that they are very much trying to keep people in their supermarkets and socializing. They do that already for many years by putting in coffee corners. These are used in different ways. You have the ones that are just standing in the middle of the store and where people get their coffee, maybe do a little talk and then go away (see left picture below). There are also versions of the coffee corner that have one or more tables with chairs around it where people sit down for some time and chat with people (see right picture on the right).



The cofe corner at AH neigboorhood grocery stores (taken by smart phone and AH XL.

There are also regularly tasting and cooking sessions in the Albert Heijn stores in which they promote new products and in that way also gather people around one spot. That can result in a social interaction between the people that taste the food as well as with the promoter.

Albert Heijn is also doing projects on improving the socialization within the store. One of the projects is called Social Heart. This is more an extension of the current coffee corner, which is a nice seating area where people can drink coffee, where customers meet employees and where several activities are developed. Besides this they are running a pitch on Redesign Me for a new social meeting point within Albert Heijn.

Albert Heijn is locally involved in all kinds of projects for improvement of the neighborhood communities. Some of which include:

- Football tournaments for children.
- Summer camp for 350 children from Amsterdam. (a sportive holiday week).
- "Nederland in Dialoog" neighbors and other people involved in the district share dreams, inspirations and experiences.
- Colouring pictures competition.
- "Sinterklaas" and Eastern.
- Safety and cleaning actions.

One of AH missions is to promote actively a healthy lifestyle and healthy food.

"Als supermarktketen willen we een gezonde leefstijl en gezonde voeding in het bijzonder, actief promoten."

- "Ik eet beter" program, to stimulate Young kids to move more and eat healthy.
- For their employees they organize sport clinics and they stimulate them to eat healthier at work.

- "Bewuste keuze klavertje" and "gezonde keuzeklavertje" to give consumer a better choice for healthy food.
- "Gezonde weken", this is an action for a few weeks to make consumers and children more aware of healthy food.
- Education program "ik eet beter" for schoolchildren from Group 6 and 7 with teaching material and a "klasselunch" for all children
- "Ik eet beter Kookschrift" a booklet with healthy receipts for children to make their selves.
- "Jongeren op gezond gewicht" JOGG partnership.

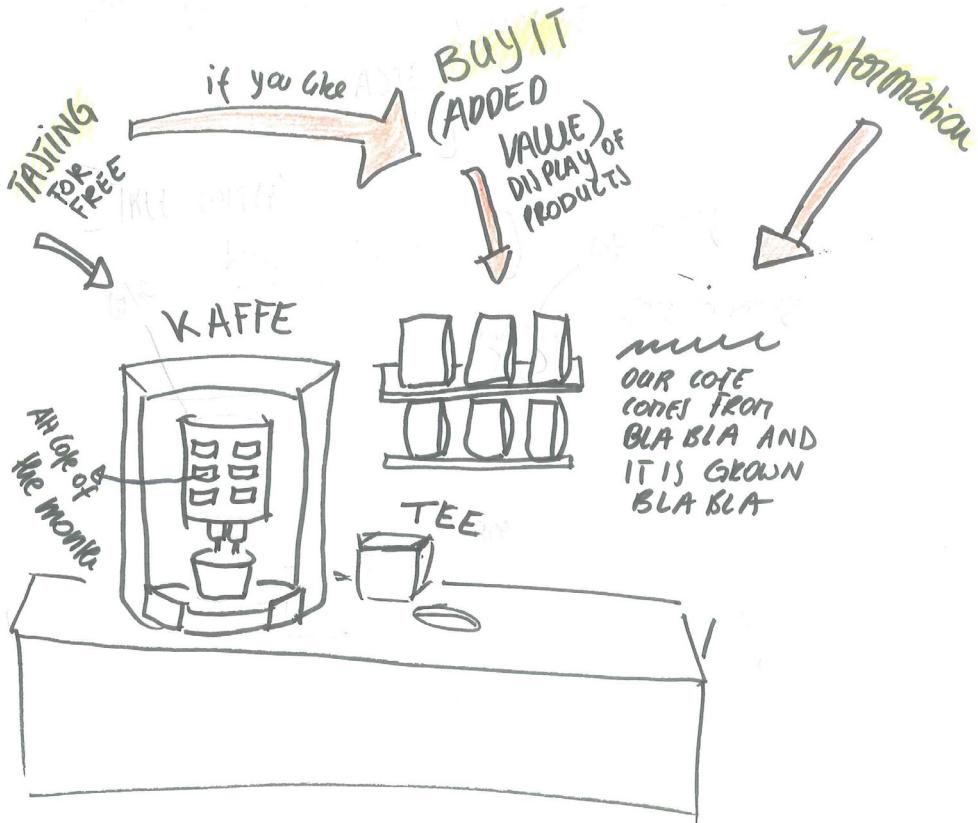
Albert Heijn is involved in a number of sustainability activities:

- "Albert Heijn Foundation", they raise funds for charity in Africa.
- "AH Puur en Eerlijk", biologic and fair-trade food.
- They have a lot of certificates and other hallmarks or animal welfare and biological produced products.

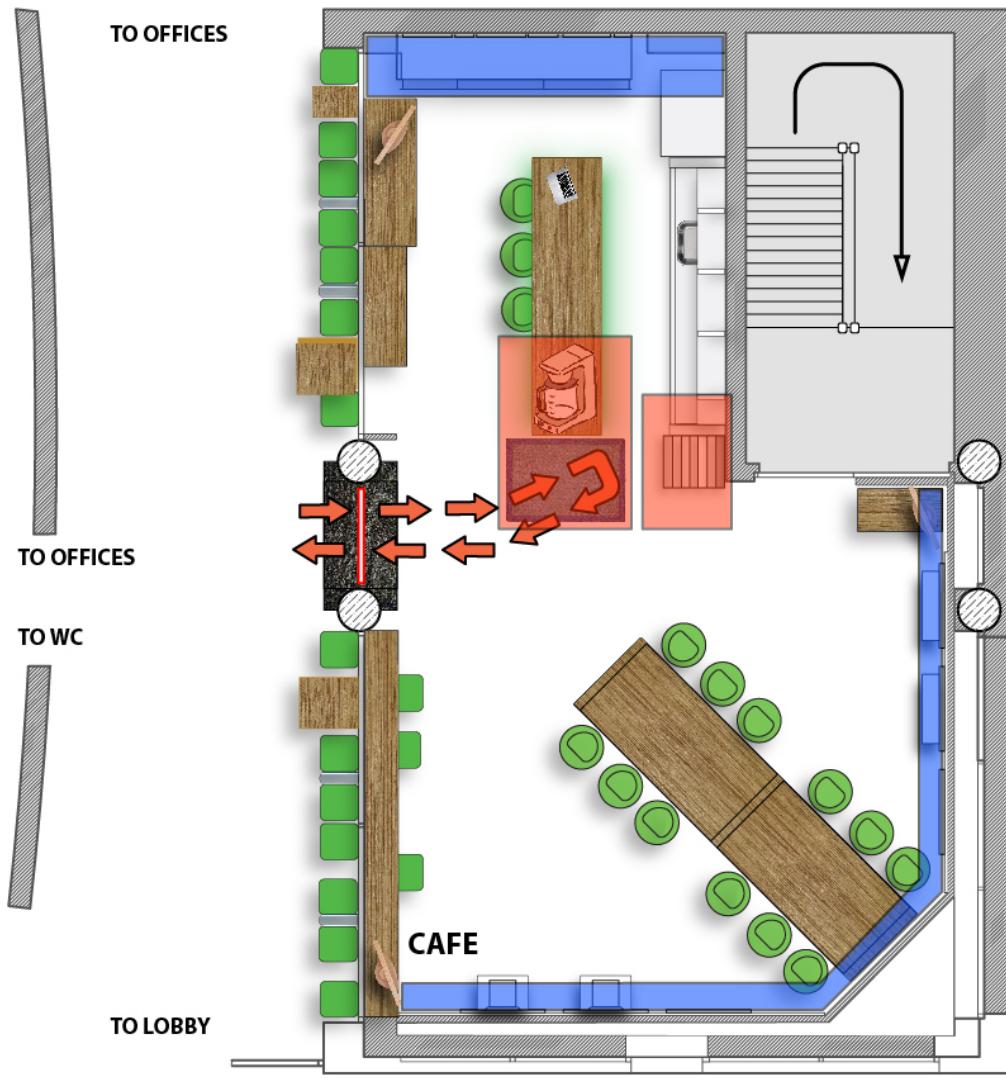
The company has also developed a system of managing a number of environmentally important factors, such as:

- Biodegradable plastics for packages.
- Energy from residues
- Saving LED lighting for facade advertisement.
- Better transportation system with new trucks on biogas.

In the assignment definition it can be read that the company wants to involve consumers more in the important challenges around food in the Western world. These include but are not limited to: obesity, sustainability and speed of life. Albert Heijn thinks that a new step towards the development of food retailing can be the increased involvement of customers with their store, their food, its production and other aspects that are involved in the retail experience.



The illustration shows the functions of the current cofe corner of Albert Heijn as we see it. The cofe corner is devided into three areas: a cofe machine, displays for the products (different types of cofes) and an informationboard (about the cofe).



The space planning of the Innovation cafe in Zandaam

5. The Innovation Cafe

After the first full day visit at the location of the Innovation Cafe the team was able to observe the behaviour of it's customers. These were comprised of mainly company staff and guests invited by the company staff. In the building where the cafe is situated there are numerous locations in which people (whether staff, guests, etc) can relax while seated comfortably and have a refreshing beverage. These include a big café on each floor and staff kitchens in the different corners. With this said we need to specify that there was no substantial flow of customers to the cafe. In addition the staff which came in a informal matter simply used the cafe machine and did not stay longer than 2 minutes, in general. The area in front of the cafe did not seem communicative even though it has a relatively clear connection to the lobby. The cafe itself is one of the most representative in the building and the business negotiations which took place there while we were visiting were a clear proof of that.

The cafe itself serves as a display for the ongoing projects and innovations in Albert Heijn. It's used in infomercials

and it's content is continuously updated with the shift in products and fields of focus. The interior space itself has 70 sq.m. in overall. The space in which the final prototype will be placed has an area of 23 sq.m. It is currently designed to be a product showcase and degustation area. It has a build-in kitchen with a group of wall shelving above it. There are also a group of coolers and a bar with a cafe machine.

The cafe machine is conveniently placed closest to the entrance on the near end of the bar. The operating side of the machine itself is facing away from the bar area. Both of these factors have lead to the desolation of the rest of the area, as even people coming in for a café do not have to engage in any way with it. The convenience of that fact has caused for the implicit and explicit (mat in front of the cafe machine) dedication of the area as a cafe service point. The bar area itself is an eye candy which fits nicely in the vision for the building that the Claessense Erdmann architects has developed. The colours are nicely accented with neon lights in similar unobtrusive tones.



6. Research

After the assignment briefing we had some questions concerning the social meeting point and about supermarkets. We came up with research questions and started exploring them. For answering some questions we studied literature for other questions we did observations or draw on our own experiences. These are the research questions:

1. Why people enjoy going to IKEA?
2. Why people go to the market?
3. What are enablers and disablers in supermarkets?
4. How do people get inspired?
5. What would people like to know?
6. Why people go to the supermarket?
7. How do people choose a supermarket?
8. What is the social value of food?
9. What is a shopping experience? How to create a shopping experience?
10. How do people socialize?

cheap basic products and food with free refill

feels like home; you can act like home, relax, sit, eat, play etc.

clear what you buy, price, advantages, how/where to use etc.

comfortable atmosphere, a lot to see, inspiring, amusementpark.

gives you nice suggestions, nice ideas, encourage to imagine

instant gratification, you take it to your home immediately

childfriendly

once you get in, you cannot get out easily..

"opruimwoede", to clear your head, clean your house

you can have breakfast, lunch and dinner while shopping

invites to share a meal

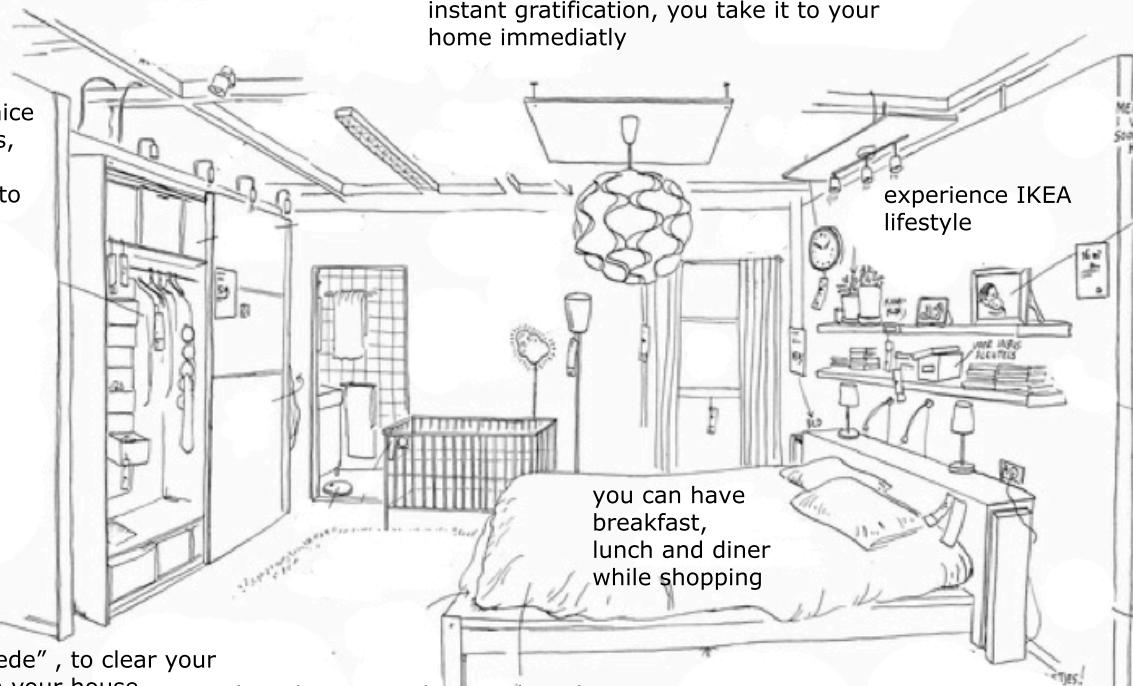
broad target audience, clear distinction between segments. Anyone can find something of their liking

look into the life of others

You build it yourself

you don't feel pushed to buy something, you can test out and explore

you get pencil and stencil to make notes



6.1 Why do people like going to IKEA?

This question is relevant because this was a discussion point at the first meeting with Albert Heijn, they wondered why places like IKEA and Starbucks are such a success. Why do people like to go there?

How we answered this question was by reading different forums online and by 2 blogs about the subject; Yahoo Answers (2009), Financial Crisis (2009), Immytrends (2011), Businessarmory (2010) and Customerthink (2007).

People like to go to the IKEA because they do not feel obligated to buy; they can act like they are at home: their children can play, they can relax on a couch while contemplating a purchase, and they can eat cheap. You can experience the IKEA lifestyle and test the products. It is almost as if you have a peek into some other person's life.

An important factor that is already named is eating; at IKEA people can eat Swedish food and fast food, the threshold is low because of the good prices and the refill opportunity. Another factor why people love IKEA so much is the instant gratification; when you see a product you want to buy you can get it immediately in their repository. Also IKEA is really encouraging imagination; they give you suggestions about how to decorate and design your space. The information they give about products is clear and easy to understand, for your own convenience they give you a pencil and paper to make notes. The IKEA has a broad target audience which they separate into segments which are displayed clearly in their store. The brand identity of IKEA is really strong, it makes people feel like they belong to the IKEA lifestyle and family. Another reason why people like IKEA is for their products; their products are cheap but good looking. Most of the times the product price/quality ratio is good.



6.2 Why do people like to go to the market?

The relevance of this question is the same as the IKEA question, Albert Heijn wants to know why people enjoy going to the marketplace. This question is also relevant because we see a trend of on the one hand let computers deal with the paying (example the hand-held scanner of AH) but on the other hand the role of the personnel is changing into more service oriented. Companies are more aware of personal attention to customers.

We answered this question by relying on my own experiences as a consumer at the market but also as a seller of flowers at the marketplace in Houten.

People see going to the market as an activity which is fun, they do not feel obliged to buy, but they can just see, feel, smell, walk around and talk to people. The senses are really important at the market; bright colors, smells, and taste are key factors. An important factor is that before you buy a product you can ask for more info about the product for

example about the origin and how to prepare it. Another important factor is that you can taste products before you buy them. You see what you get and the products are mostly fresh and of good quality. Also you can say the exact amount of what you need in kilograms.

What is also specific for the marketplace are the sales people; most of them are very social and make a conversation with you. They try to build up a relationship with you so that next time you will come there they ask you how you are. They are not only selling products but also emotion and attention. The atmosphere on the market is very relaxed, there is not much hurry and you can take your time. Another point of attention why people like to go to markets is because of the different cultures on the market place; there are not only Dutch stalls with cheese and nuts but also Moroccan delicacies and herbs or more local; Drentse goat cheeses.

THE MOST ANNOYING THINGS IN SUPERMARKETS



Lots of (Closed) Lanes



To many signs



Butt-Brush Effect



Screaming kids



Past expiration date



Chevroning



Aisle Blockers



Poor Cart Choices



Transition zone



Express Lane Abuse



Hmm, I Guess I'll Put Back the ...



Seating areas

6.3 What are stress factors in supermarkets?

Doing shopping in a supermarket sometimes can be very annoying. Too many factors influence the shopping experience and in consequence influence the purchasing behavior of the clients (Lee S. and Johnson K.K.P. 2005). The consequences can be that people leave without buying or that they will simple change supermarket. The reason for stress factors in a supermarket differ from person to person even though there are several factors that everyone might recognize as annoying in a supermarket (Passmore, 2010):

- People blocking the line at the cashpoint because they forget their pincard, cannot find their pincard or they simply forget to grab something and just "quickly" go back to the shop to take it.
- Screaming kids
- Aisle blockers are reading the labels or blocking the aisle with the card.
- Express lane abuser ignore the express lane and walk into it with more then indicated products.
- Too many signs and labels can make it impossible to find needed information (what is on sale or what is always low priced)
- Buy "two at the price of one": you will buy products you do not need or more you wanted to

buy.

- Expired products
- A malfunction cart can be very annoying not only for oneself but also for others.
- Sometimes it happens that many lanes are closed even if the shop is overload with people. The waiting time is too long then.
- Rough cashiers
- Products not logically located in the shop

To make sure that people buy products in your shop it is important to create an environment where people feel comfortable. This makes them stay longer in the shop. To convey an environment where people stay one should adjust the design of the environment to avoid stress factors as much as possible. Underhill (Underhill P. 1999, cited in Lee S. and Johnson K.K.P. 2005) suggests in his book to create a transition zone which helps people to come from outside to inside, help people to allocate products, creating enough space for each person to reduce the butt-brush effect (people who get jumped and pushed by other people) and to provide seating areas for people that wait. The last issue indicates that shopping is among many other things a social activity. Therefore it is not only important to facilitate the shopping process through design and technology but also to provide areas for people to socialize.

Nature



Sence stimuli



Surprises



Personal contact



Comunicating with other



How do people get inspired in supermarkets?

6.4 How do people get inspired?

The research on how people get inspired during their stay in the supermarkets made to look in the field of creatively “enabling environments”. Outside of the field of economics, the term is used to specify a type of interior currently created in kindergartens and other pre-school facilities. Sadly there is currently not much drive for designing such, in the field of retail. Consequently there are not much references researched in the context of a store or a shopping center. The need to solve this issue led to the research moving towards the search for the set of factors which are affecting. Therefore the common factors which play a part in making people inspired in public areas were derived. The difficulty with this is that people are currently seeking for inspiration for doing anything and everything.

To start this however we need to define what it means to be inspired. Inspiration is the arousing within the mind of some idea or feeling, or even an impulse, and the arousal leads to creative action (Inspiration, Dictionary.com). Sometimes this creative action can change the course of one's life or change the lives of many people. Other times inspiration affects on a much smaller scale. For example, a child is inspired to draw a picture for a friend. Inspiration is a unique part of the human experience. Inspiration brings us together and allows us to share an individual expression of ourselves. An amazing aspect of inspiration is the domino effect. This happens when one person is inspired to act, and those actions in turn inspire someone else to act.

However in a sense inspiration is personal and everybody finds it in different things which engage him emotionally or intellectually. In the currently very stale environment of the average food retailers there are a set of design guidelines which are commonly used to influence the emotions and intelligence of customers. According to us the design guidelines are:

Nature

In all supermarkets “nature” is considered an emotional enabler. The simple fact that while you enter any modern supermarket chain you will usually enter in the area of the fresh fruits and vegetables, speaks for itself. This so called

“lobby” to the supermarket is created to make people go in an exploratory mood which usually makes people less aware of the nature of their surroundings. This is in part because people are “hardwired” to seek colors of fruit and indulge in their smells and looks because of their genes (Inspiration By Mother Nature, 2007).

Stimulating senses

The human senses are also considered an inspiration enabler. Music, lights, smell. Everything affects us. It's proven that the scent of newly baked bread makes people go insane. With the same principle, lights which emit lower light spectrum are used to make the reactions of customers slower and their mood relaxed. The combined stimulation of the human senses is proven to be a strong emotional enabler.

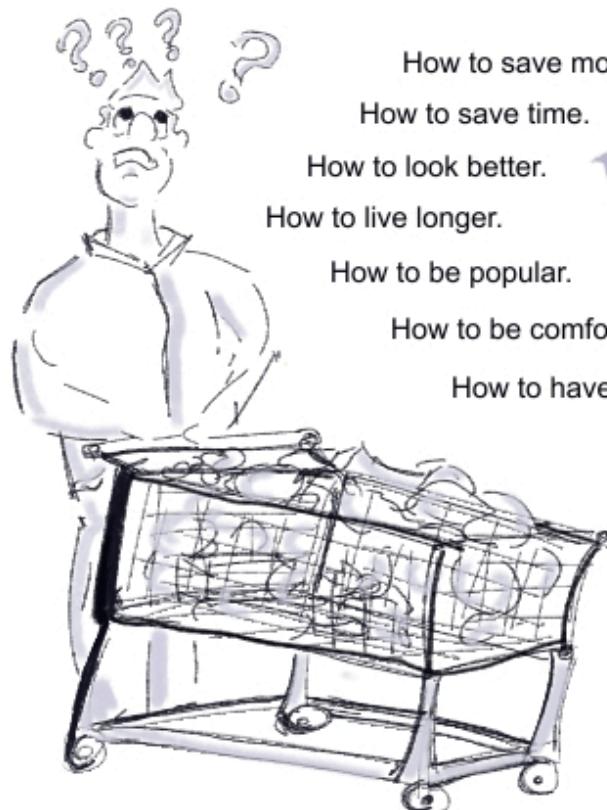
Surprise

Many people are always inspired and interested by the unexpected. They like to talk about the things that are different and they enjoy when they happen. It is not clear if the need to be in the context of what is considered, good or bad, but both are proven to have a profound emotional impact on people.

Personal contact

The realization that personal contact in public spaces is a reason to spark inspiration might come as a shock to most. There are different public spaces but it is assumed that most people experience some form of emotional detachment while being in a public space. Jim Champy who is the Chairman of consulting for Perot Systems and author of a couple of bestselling business books in the field of retail gives examples with the staff commitment of brands such as Zappos (Vince Thompson, 2009). Zappos actually encourages their customer service reps to stay on the phone with customers. Their understanding is that great service is so rare that they consider such effort as differentiation. Other way personal contact between staff and customer is always a thing which the customer is happy to share and usually remembers the best out of the shopping experience.

What would people like to know in the supermarket environment?



How to save money.
How to save time.
How to look better.
How to live longer.
How to be popular.
How to be comfortable.
How to have more pleasure.



6.5 What would people like to know?

To answer this question we generated during a groupdiscussion possibles areas of interests that people could like to know while shopping in a supermarket:

How to save money

While in the supermarket customers are looking to save their money the most. They want to know what is cheaper and where to get the best promotion. This is so much that some are disregarding the quality of the products.

How to save time

People say that "time is money". This is a controversial maxima, still there is nothing clearer than the fact that in the modern world the shortage of both is usually considered to go hand in hand. Employment structure makes it possible to "exchange" time for money and therefore the connection between the two is clear.

How to look better

People have a subconscious need to experience their physical superiority constantly. In the modern world, where societal influence also plays a big part, this does not necessarily manifest in brute force. The need to look better is nothing more than the need to be physically superior to everybody else. Shoppers crave that need with everything they buy. Food is no exception.

Something new

People in general regard any new skills as a building block towards their personal and social development. Still this thing new might not be as substantial as a skill. It might be something minor like a rumor or a developing trend. According to different personalities people experience the sense of "new" and its relevance and size differently.

How to stay young

The need to move back in time is one that everybody shares. In the none threatening environment of the supermarket (and modern world included) there is nothing

that can actually make us younger. Nevertheless people are interested in everything that gives them a reason to feel like they are younger. The numerous skin care product are a proof of that.

How to be comfortable

The supermarket customers are also interested in their personal comfort. They want to know which recipes and products would taste the best to them and how that can play part in improving the quality of their leisure time. In addition "comfort" is always a leading point in the visual merchandising of supermarket and retailers in general.

How to not be lonely

You want to be loved and socialize. By removing sadness, anger, aggression, grief, and many other related that keep you away from you, which prevent people from getting to know you well enough. By removing stoppers , those that keep from you making easy contact with new people, people expect their social contact to improve in short order.

How to be popular

People want to know how to be popular all the time. In the supermarket that need incorporates the crave for any information they can use to build on their popularity. Buying a trendy brand or the food for a recipe are only two examples of what people might feel the answer to this question is.

How to have more pleasure

People are eventually worn down by the speed of modern life. Still they have less and less time for their leisure activities. This is a reason for them to try to make the most out of their leisure activity. They think they are working hard almost all the time they are not relaxing and therefore even going to the supermarket is considered a strenuous activity. This subsequently needs to be compensated with leisure. In the case that the customer is also used to experiencing instant gratification the answer to that question might manifest as buying junk food or other leisure goods.

6.6 Why people go to the supermarket?

For many years the normal markets were the place to be to buy your vegetables and fruit. Even so buying meat at the butcher and bread at the bakery was the normal way of getting your products. Then the supermarkets started to evolve and people were dragged away from the market and started to go to the supermarket.

The most important reason for visiting a supermarket is the availability of a big amount of different products under the same roof. Another factor that is important is that you can almost go 24/7 to the supermarket. In the Netherlands normal markets are only there once or twice a week.

Another reason is that supermarkets are able (except for most vegetables and fruits) to lower the price due to the amount of products they buy from suppliers. The exception for vegetables and fruits is that on the normal market it is most of the times still cheaper than in the supermarkets.

Another big factor is that going in and out of a supermarket to get your products is much faster than going to all the different stores. Supermarkets are also able to sell products from different brands, while specialist stores are committed to their own brand.

So supermarkets are favorable because of the assortment, the availability of the supermarket and the time you save with it.

6.7 How do people choose their supermarket?

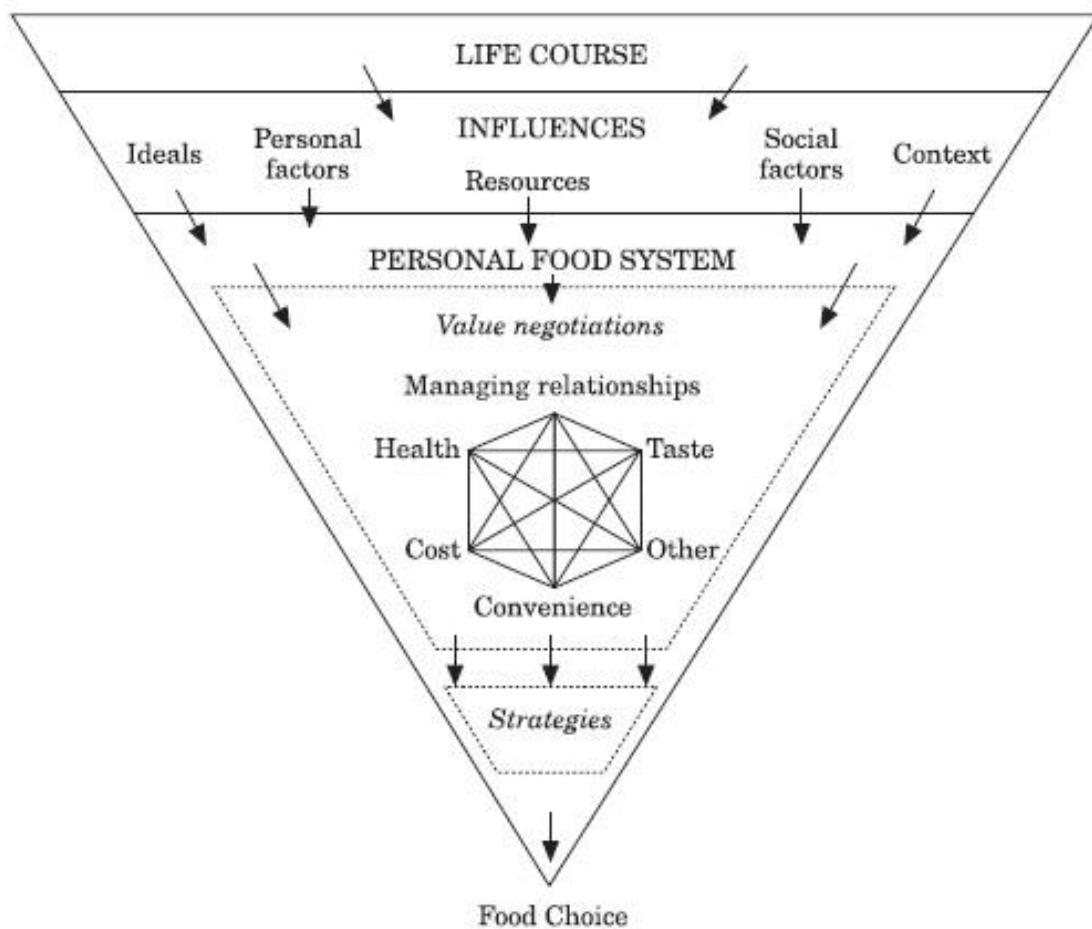
People choose their supermarket based on different reasons. It depends if there are more supermarkets available than one. When you look at that availability of the different supermarket brands, then for around 30% of the Dutch population Albert Heijn is the closest supermarket and when you look at the urban cities as for example The Hague the percentage is much higher. For The Hague it is even 75% (De Pers, 2010, Financiële Telegraaf, 2010, RTL Z, 2010).

However from research done by the EFMI Business School (2010) it turns out that location of the supermarket is the third most important reason to choose a supermarket. The most important reason according to research is the quality of both products and personal. This also includes the assortment of the supermarket. On the second place comes discount (AGF, 2010, Passie voor Food, 2010). In 2007 Postbank did also a poll to ask the opinion of consumers and then the most important reason was price and then quality (Marketing Online, 2007).

Other motivations found by the EFMI were efficiency in opening hours and speed of the check-out and the atmosphere of the supermarket.

According to research of Deloitte (2009) around 60% of the people choose a supermarket based on the assortment and almost 50% of the consumers give the assortment as a reason to not go to a specific supermarket again (AGF, 2010, Passie voor Food, 2010).

One important remark for all this research is that the research is done with taking in mind big concerns as Albert Heijn, C1000 and Lidl. Local supermarkets are not included in the research because they cannot be compared in an honest way to the bigger ones.



The food choice process model, Connors et al., 2001

6.8 How do people choose their food?

By searching the answer for this research question we wanted to find out what influences the choice for food.

According to a qualitative research done by Connors et al. (2001) every person has his personal food system that includes several food related values, such as:

- health (physical well-being)
- taste (sensory perceptions)
- cost (monetary considerations)
- convenience (time and effort)
- managing relationships (inter-personal interactions), this value refers to the properties of a food-choice behavior that influence how well it is accepted by other people with whom one shares eating.

Variety, symbolism, ethics, safety, quality and limiting waste were additional values that were important for some but not all people (Connors et al., 2001).

The social value of food can have different aspects, depending on the cultures or people life styles. The social value plays an impact in the moment when we are in the supermarket shopping for the food (Picture 1).

According to several researches (Goldsmith et al., 1997; Rozin and Vollmecke, 1986) food preferences and likes are impacted by several other factors such as:

- economical
- cultural (for example, in India food is a medium of social expression, a way of establishing or confirming the social relations and importance of individuals in the family)
- individual (psychological)
- biological (genetically determined- innate taste biases)
- availability
- social pressure (for ex food preferred by heroes and peers)



6.9 What is a shopping experience? How to create a shopping experience?

In order to know what is a shopping experience and if there exists any experiences literature research was done. Thus it is also important to know how to create a good shopping experience.

A report based on the research, titled "Discovering 'WOW'- A Study of Great Retail Shopping Experiences" (Forbes, 2009) points to five major areas that contribute to a great shopping experience:

- Engagement of employees: being polite, genuinely caring and interested in helping, acknowledging and listening.
- Executional excellence of employees: patiently explaining and advising, checking stock, helping to find products, having product knowledge and providing unexpected product quality.
- Brand Experience: exciting store design and atmosphere, consistently great product quality, making customers feel they're special and that they always get a deal.
- Expediting: being sensitive to customers' time on long check-out lines, being proactive in helping speed the shopping process.
- Problem Recovery: helping resolve and compensate for problems, upgrading quality and ensuring complete satisfaction (Forbes, 2009)

Importance of store image

Research has shown that shopping environments can evoke emotional responses in consumers and that such emotion, in turn, influence shopping behaviours and outcome.

In retail settings, design elements are construed to provide consumers a satisfying shopping experience and to project a favourable store image. By manipulating all the available ambient factors, retailers strive to induce certain desirable emotions in their patrons while trying to minimize negative affective responses that may arise from undesirable conditions, such as crowding, excessive noise, or unpleasant odours (Machleit and Eroglu, 2000).

Selling experiences

While prior economic offerings – commodities, goods, and services – are external to the buyer, experiences are inherently personal, existing only in the mind of an individual who has been engaged on an emotional, physical, intellectual, or even spiritual level. Thus, no two people can have the same experience, because each experience derives from the interaction between the staged event (like a theatrical play) and the individual's state of mind (Pine II and Gilmore, 1998)

Designing memorable experiences

Theme the experience.

Retailers often offend the principle. They talk of "the shopping experience" but fail to create a theme that ties the disparate merchandising presentations together into a staged experience.

Harmonize impressions with positive cues.

Impressions are the "takeaways" of the experience; they fulfil the theme. To create the desired impressions, companies must introduce cues that affirm the nature of the experience to the guest. Each cue must support the theme, and none should be inconsistent with it.

Mix in memorabilia.

Certain goods have always been purchased primarily for the memories they convey.

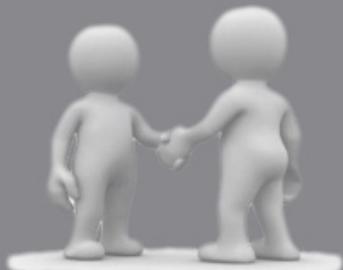
Engage all five senses.

The sensory stimulants that accompany an experience should support and enhance its theme. Thmore senses an experience engages the more effective and memorable it can be (Forbes, 2009).

Harmonize impressions with positive cues.

Impressions are the "takeaways" of the experience; they fulfill the theme. To create the desired impressions, companies must introduce cues that affirm the nature of the experience to the guest. Each cue must support the theme, and none should be inconsistent with it.

face to face



indirect



How people socialize: face to face and indirect

6.10 How do people socialize?

It could be very interesting for us to find out in what way people socialize when designing the new social meeting point of the future. There are a lot of scientific papers to find on how do people socialize. For example there are different types of socialization, which we learn in different phases of our live. For example the primary socialization, what we learn from childhood of our parent and have a lot to do with the norm and values we have (wikibooks, 2005) All these information have to be somehow relevant for our subject. Therefore we like to focus on the new trends in socialization.

The interesting trend that occurs now is the shift from offline (direct) to online (indirect) socialization. Our morals about socialization are changing due to technological developments. The technological developments let people socialize in different ways then they did in the past. Socialization and making contact with other people used to be in a more direct (offline) environment. If people did like to make new contact and socialize with the outer world

they just went to a café and met new people there. An example of indirect socialization that people used to do is writing letter to each other to keep contact.

With the introduction of modern technology the way people socialize did shift a lot in the last 10 years. Nowadays people have more indirect contact via text messaging, social media, online dating etc. Being socialized with the whole world is getting easier because of the indirect media. The latest technology makes it also possible to meet each other all over the world in a more direct way with face to face contact. A nice example of this is Skype with video calling, although this is still online. Because social interaction is now developing more online people can have a lot of contacts online but neglect their contacts offline. Some people have more difficulties to socialize in the offline world, because the online socialization is done in a different way (the reasoned, 2007). Therefore people can get isolated easier due to individualization.

7. DESTEP

The aim of DESTEP analysis is to gather trends in areas of demographical, economical, sociological, technological, environmental and political environments.

7.1 Demographics of the Netherlands

Population

Currently there lives 16,847,007 people in the Netherlands, thus there are more males than females (age group 0-65), while for the age range 65 years and older it is the contrary. The median age of the population is 41.1 years.

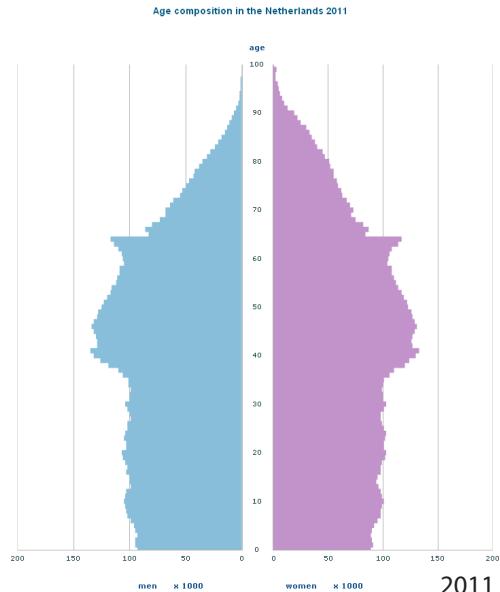
The Netherlands are considered as an aging population. It is expected that by 2060 the aging population reaches the peak. Currently, the birthrate is higher than the death rate, but the trend indicates that this numbers will turn around in the future (by 2060). In the past the birthrate was always significantly higher than the death rates but declined over the past decades. A Dutch person can expect to become 79.68 years and a Dutch woman has 1.66 children (cbs, 2011).

Urbanization

In the Netherlands most people live in urban areas. Amsterdam is with 1.044 million the biggest city of the Netherlands, followed by Rotterdam with 1.008 million and The Hague with 629,000 inhabitants (Wikipedia 2011).

Migration

In the Netherlands live 7 significant ethnic groups: Dutch 80.7%, other European 5%, Indonesian 2.4%, Turkish 2.2%, Surinamese 2%, Moroccan 2%, and Caribbean 0.8% and other 4.8%. Lately, the most immigrants come from eastern European countries. Dutch people considerably migrate towards neighbouring countries like Belgium, Germany and the UK. Almost half of the current emigration consists of people returning to their countries of birth (Wikipedia 2011).



The pyramid of the population in 2011 and 2030

Religion

In the Netherlands the Roman Catholics (30%) have the most members. Dutch reformed holds 11 %, Calvinist 6 % and Muslims 5.8%. The majority of the Dutch people (42%) are not part of a religion (Cia factbook 2011).

Literacy

Almost everybody (99%) can read and write (Cia factbook 2011).

7.2 Economical Trends

General economics

The Netherlands has a GDP of \$ 680.4 billion and is the 16th largest economy of the world. The major sectors numbers of GDP sectors show that service is the highest, followed by Industry and only a small percentage is covered by agriculture. The Netherlands plays an important role as a European transportation hub and it is one of the world's 10 leading exporting countries. Major Industries includes chemicals, metallurgy, machinery, goods and tourism. After a long period of economic growth, the Netherlands was hit hard by global economic crisis (wikipedia 2011). Several actions to sustain the weak economical situation by the Netherlands resulted in a significantly government budget deficit (Cia factbook 2011).

Income per capita

The GDP per capita of the Netherlands is \$ 40.500. The Netherlands have moderate unemployment with 5.5% and a moderate inflation. Only 10.5 % of the population is below poverty line. The Netherlands has a relatively GINI coefficient of 0.326, that means that income and wealth is distributed quite equal (Cia factbook 2011).

A Dutch household spends in average a total of 31.000 Euro (2009) per year. Age main breadwinner to 45 years spend 31.238 Euros, 45 to 64 years old 34.215 and the over 65 years old spend 25.124 Euros. On food the Dutch spend around 4.700 Euros (cbs, 2011).

7.3 Sociological Trends

This part of the DESTEP is based on the reports issued by The Netherlands Institute for Social Research (2010). This government agency has been observing the changes in the society during the years and from these observations it possible to see which direction the society is moving and predict the future trends.

Population

For 2030 it is predicted that non-Western ethnic minorities will increase from 11% to 14%. However this has already been criticized by our IPD Dutch team members as they mention that immigration policy has been changed already. If this trend still comes true, it means that also there will be intercultural changes in the society that could impact the sociological state of the population.

However for last ten years the proportion of immigrants has increased by 4%, now accounting of 20% of the inhabitants of the Netherlands.

Children are leaving their parental home at earlier age and there are more youngsters living separate from their parents as 10 years ago (SCP, 2010). However there is another trend called "Peter-Pan Syndrome" – the postponement of adulthood, when young people are adopting an "experimental", "shopping" approach, in which they try "try on" a variety of different jobs, higher education courses, business ventures or career paths, hoping to find that one will "fit". Even people in their thirties and forties still think "what to do when I grow up" (Fox, 2005).

As more women are not only having family but also trying to make a career, they are reporting feeling stressed. Therefore man are forced (and also willing) to participate in taking care of the household and also children. Men are also doing more daily shopping than 10 years ago (SCP, 2010).

Socializing

The amount of free time to spend on socializing and to spend on leisure depends very much on the phase of life people are in. For example, for double- earners with young children, combining obligations has a bigger impact on their time than for pensioners, who have the freest time. Nonetheless, across the board at least a quarter of life consists of free time, which is therefore an important part of people's life situation.

Trends in socializing

- The time spent on social face-to face contact are reducing
- But the time spent on socializing via mobile phone and internet are increasing. Due to the technological development people tend to socialize in different ways than they did in the past. Getting in contact is easier nowadays but it is almost like people forgot how to make contact in real life direct way
- People have more time for sports, especially solo sports are becoming more popular (like running and cycling)
- The social engagement in the society is high. For last 10 years memberships in different organizations have increased. Especially for nature and environmental organizations and for sports clubs (for example the Dutch Golf Union have +273% members more since 1996)
- The increase of consumption of "lighter entertainment" (pop music, musicals, cabaret)
- Growing audiences in cinemas (SCP, 2010).

Health

- The number of overweight people are increasing slightly, now accounting for more than half the population.
- Non-Western ethnic minorities are less healthier
- Average life expectancy are increasing, however for the moment the additional years are not by definition healthy years (SCP, 2010)

7.4 Technological Trends For Retail

The supermarket of the future is a hot topic (n-tv.de 2011). It is all about facilitating the whole process of purchasing for both, clients and employees with the use of new technologies and about making shopping an unique experience by activating all senses or involve people actively through for example interactive terminals. There exists already supermarkets which incorporate this future trends and invite people to experience a future shopping scenario. This section gives an overview of the most important future technological trends.

Marketing

The future trend in marketing is about activating all sense of the clients by using new technologies (n-tv.de 2011). Through fragrances in different parts in the supermarket – that make them stay longer and make them eventually purchase more. (eg. Fragrance of herbs of the Provence) Floor projection/interactive pictures on the floors Sounds (eg. Fishcorner one can hear the waves of the sea and the gulls)

Interactive shopping

Another trend is to actively involve people during shopping (n-tv.de 2011). Terminals are a good way to involve people; those could provide the clients with all kinds of information, recopies or trials of products. Advantages of the terminals are that they can be installed everywhere in the supermarket at different points.

Personal Shopping Assistants and Interactive Kiosks

The Personal Shopping Assistant (PSA) is a touch screen equipped tablet PC with built-in wireless connectivity to support mobility. The PSA itself is not a new technology but amalgamation of already existing technologies: portable touch screen computers, UPC scanners, wireless connectivity using Wi-Fi and content accessed through browsers using hypertext transfer protocols. PSA already appeared at fixed locations in the supermarkets and consisted of desktop PC. Negative was that the novelty effect was off very fast and as a consequence the clients

digital shopping list



Mobile phones for scanning information and prices



Scanning for information and price

Big screens for advertising



Fragrance & Sounds



Paying by fingerprint



Intellinet weighing machine



Electronical pricing

Interactive terminals



Winetasting and tips



Listen to music, watching trailers of movies



For orientation



Recipes and information

The Supermarket of the future TECHNOLOGICAL TRENDS

Shopping assistant



The main trends of the supermarket of the future

started ignoring those terminals. In the future supermarket the PSA is a mobile device by being fixed at the top of the shopping card (Kalyanam, K. and Lal, R. 2006).

Advantages of the PSA are:

- running tab and price information
- faster and more convenient checkout
- store orientation support and search function
- display of discounts
- payback points

The next step could be an extension to a web-based interactive information terminal also called kiosk.

Electronic price tags

Are the replacements for current paper price tags. Prices can be changed more frequent and the consumer is not negatively surprised at the checkout about difference in price (Kalyanam, K. and Lal, R. 2006).

The intelligent weighing scale

Currently it is used for the check out and has an integrated camera that recognizes the product.

Together with the PSA and the web-based terminals an efficient self-scanning trip is enabled (Kalyanam, K. and Lal, R. 2006).

Digital Advertising Displays

The digital advertising displays are flat screens connected to the local area network or wireless. It can be used as a so called "shelf talker", a tool to inform consumer about the products in the shelves or to promote private labels (Kalyanam, K. and Lal, R. 2006).

RFID

RFID (Radio frequency identification technology) consist of three parts: a reader, a transponder and a computer network to process the data and they can be active or passive. In short words, a transponder communicates with a receiver and in this way scanning every single product is not needed anymore. Some of the advantages and usage of the RFID in supermarkets are:

- helps to allocate a product in the store
- does not need a scan
- has the potential to revolutionize the retail industry
- can be used at checkout
- stores information over time, e.g. the temperature of the food during transportation makes it possible for purchase to trace the origin of the food

The RFID is potentially revolutionizing the retailing of the future (Kalyanam, K. and Lal, R. 2006).

To conclude, technological trends in supermarkets are all about facilitating the entire shopping process and by providing a better and unique shopping experience by involving the clients actively, meeting their demands for information and for activating all senses during shopping. For the employees it means to facilitate their work.

7.5 Environmental Trends

Firstly, global environmental trends that have impact on agriculture will be discussed. These trends will be followed by specific trends in food sector in the Netherlands.

Global trends

There are significant amounts of reports predicting the changes in the environment and also predicting various scenarios how these changes will impact the people in different parts of the world (for example Rosegrant et al., 2001).

Climate change - global warming

Europe is warming up faster than the global average and the number of extreme weather events and climate-related disasters such as floods, storms, droughts and heat waves has increased.

In Southern Europe, climate change is projected to worsen conditions (high temperatures and drought) in a region already vulnerable to climate variability, and to reduce water availability and crop productivity. In Northern Europe, climate change is initially projected to bring mixed

effects, including some benefits such as increased crop yields and increased forest growth. However, as climate change continues, its negative impacts (including more frequent winter floods, endangered ecosystems and increasing ground instability) are likely to outweigh its benefits (Eickhout and Kram, 2007).

Energy policies- renewable energy

For the agricultural sector- implementation of biofuels. Therefore biofuel crops need to be cultivated, however there is uncertainty if there is enough of agricultural land to grow these biofuels (Eickhout and Kram, 2007).

Nature and biodiversity

The amount of species has reduced by 45% of its level if compared to some 150 years ago. However Europe still has large areas of low-intensity agricultural land with a high nature value, especially in the Southern and Eastern parts of continental Europe and Northern UK (Eickhout and Kram, 2007).

As the Netherlands is one of the densely populated countries in the world therefore especially since over the last 50 years nearly 500 of the more than 1400 plant species in the Netherlands have decreased in number, and more than 40 died out. The number of species of breeding birds has fallen by a third.

In order to balance the economy and ecology the government envisages the development of a sustainable agricultural sector. Sustainable production means taking the health and safety of man and animal into account. Activities that (seriously and permanently) harm the environment are not economically responsible (Ministry of Economic Affairs, Agriculture and Innovation, 2011).

Air quality

All citizens in the EU are exposed to air pollution that is likely to pose health risks and some one third of urban citizens in the EU-25 are exposed to air pollution above current EU limit values.

The agricultural sector is partly contributing to emissions of air polluters. Therefore, these policies aimed at air quality

will also influence future possibilities of agriculture in Europe (Eickhout and Kram, 2007).

Nanotechnology in the food industry

Using genomics offers the possibility for tailor-made applications: dependent on market demand. This leads to a perspective that responds to social questions such as the quality of the products, removing negative side effects of production or food production under specific conditions such as drought and salinisation. From 2002-2005 over 50 organisations worked together within the programme NanoNed at a budget of €235 million in the Netherlands only. The research has certainly also been applied in agriculture and food production. Various national governments and large food concerns invest heavily in applications of nanotechnology. Practical applications vary from new processing and production systems to 'delivering systems' that effectively have additives take the right positions in the body (in cells), or in the field of packaging and logistics (preservative, signalling packaging, self-repairing foils) and intelligent sensors for many substances (University & Research centre, 2009).

Changes in the diet

In the western world there is a shift in demand due to ageing and the changing ethnicity of the population. There is more emphasis on health and convenience. At the moment energy drinks, foods and snacks are marketed towards the youth market, but they will become more about getting people through the day at an older age (Telegraph, 2009).

Vegetarianism and semi-vegetarianism

A study has shown that the number of vegetarians has increased from 560,000 in 2004 to 720,000 in 2006. It is estimated that 4.5% of the Dutch population do not eat meat. The number of part time vegetarians grew rapidly as well: around 3.5 million Dutch citizens abstain from eating meat a few days a week. The sales of meat substitutes have an annual growth of around 25%, making it one of the fastest growing markets in the Netherlands (Wikipedia, 2011).

More demanding consumers

In society there is an ongoing process of understanding and active cooperation in conservation of nature and natural resources. People are looking for high quality food. The share of organic food consumption is increasing. Consumers call for specific information on food production and food processing in both conventional and organic farming food chains (Agricultural engineering and Technologies, 2006). This trend is even more significant after the scandals in food industry (dioxine scandal in Germany etc).

Consumers will continue looking for healthier, low-fat meat as well as taking a greater interest in locally- reared food, whose production has less an impact on the environment (Telegraph, 2009).

Slow food and Fair trade

Due to the fact that consumers are becoming more aware about the food quality and ethics in food production, there is a significant trend to ecological slow food direction and supporting different initiatives (as Max Havelaar fairtrade, Tony Chocolonely slave free chocolate etc.).

In Europe, sales of fair trade products hit about \$950 million in 2005 — up 154 per cent in five years or a rate of growth of about 20 per cent a year (CBC News, 2007).

'Grow your own'

The report by The Future Laboratory (2009), a consultancy firm, predicts that thrift will no longer become a money saving exercise, but a serious way of life. The trend of grow-your-own, which has taken off during the recession, will continue apace with people planting vegetables and fruit on windowsills and gardens (Telegraph, 2009).

7.6 Conclusion

Dutch economy is one of the strongest economies in the world and even the last economical crises did not impact the wealth of the people. To predict the future in the economical sector is very complicated however observing the economy in the long term we can say it has been stable. Therefore it can be assumed that the future will not bring slight changes.

For the trends in population it can be seen that the population is aging, however birth rate is still higher than the death rate. For the future it means that there will be more old people, however the age distribution will not change drastically (as for example in Germany).

For technological trends there are a lot of developments, however only one technology is considered as revolutionary for retail. That is RFID. All other technologies are adoptions of existing technologies and combinations of different technologies together. The main goals of the technological developments are to create unique shopping experiences and to facilitate the shopping process.

The sociological trends show that people are spending less time on face-to-face meetings, however using more technologies (like mobile phone and internet) to socialize. For some organizations (like nature funds and golf association) the amount of members has grown significantly. Thus people are having more time for doing sports and individual sports are becoming more popular.

We looked at the environmental trends that could impact the food market. There are significant trends like global warming, policies for saving the biodiversity and renewable energy and improving air quality. The local trends there are: improving the quality of foods by using nanotechnologies, diet change (the amount of vegetarians and semi-vegetarians are increasing). There is also a trend towards slow food, fair-trade and grow-your-own.

The political trends were left out from DESTEP as the knowledge would not give any contribution for designing a social meeting point for the future.

ADESTEP (demographical, economical, social, technological, environmental and political trends) analysis is a good way to identify drivers for the future. For designing the future social meeting point one has to understand how the future will look like. The data gathered in DESTEP will be used as an input for technique called future scenarios. Through this technique different scenarios how things could happen in the future will be worked out.

Thus DESTEP analysis is even more important for the foreign members of the team, as the goal is to design a social meeting point that will be used by people living in the Netherlands. For students coming from foreign countries the experiences and perception can differ from the ones who have been born here or lived here for a longer time and knows how the system works. Therefore DESTEP was also used to create a common mindset between the team members. And was an input for the group discussion.

8. Interaction vision

8.1 Introduction

We decided to develop an interaction vision for the future social meeting point of the supermarket. The main reason for developing this interaction vision was to get us all in the same mindset. We can use the interaction vision as an inspiration for us to design and as a guideline to design. We know the design goal we want to reach and the interaction vision says something about the qualities the 'to be designed product' should have. The steps we followed to get to our interaction vision are:

1. Define factors; principles, states, developments, and trends. We collected these factors from out of our own experience and from observing the world.
2. Give value to the factors, what are principles, states, developments and trends. Which factors do we find important or interesting? With what factors do we want to do something? Narrow them down to a minimum of factors.
3. See how the factors connect to each other, what do they have in common, where do they differ; define the interaction vision.
4. From the interaction vision distract the design qualities.

The factors

We developed a lot of different factors. We analyzed those factors and made a selection of factors we thought are interesting and not that obvious. After ranking the factors, these 5 factors came out to be the most interesting and important for us:

1. Flavors are important recall moments. (principle) Smell and taste can bring up memories from the past. Candy from your childhood brings back the innocent youth.
2. People are disconnected from their roots. (state) People do not know where their food is coming from and how rituals are performed. Holy Thursday, Maundy Thursday.
3. People start talking when something weird is happening. (principle) When traveling in the train nobody talks to each other but after a delay is announced everybody starts talking.
4. The world is getting smaller, because of internet. (development) Skype is an example of connecting people from all over the world.
5. People have less respect and patient for each other. (trend). Calling in front of the cashier.

8.2 Interaction Vision

From the 5 factors we defined the interaction vision. What these 5 factors have in common is that they all deal with some sort of communication and connection; Factor 1 is communication and connections in your own brain. Factor 2 is about a lack of communication and connection. Factor 3 is communication and feeling connected to others. Factor 4 is about a growth of communication and connectedness. And factor 5 is about the way of communicating to the people around you. We connected these factors into our interaction vision :

Spontaneous connection; to inner self and outer world.

To interact with the world and people around you. To become self conscious and to make connections with your own experience. We want these connections to occur spontaneously.

An example : when the train has a delay you start talking to unknown people around you and you exchange (previous) experiences. The spontaneous connection in your inner self are recall moments and becoming aware of your own behavior. For example when eating a dish that reminds you of your childhood.



During the session we generated many factors.



In situation like that ones shown at the pictures occurs a lot of spontaneous interaction.

1. Surprising. Being surprised by unexpected events.



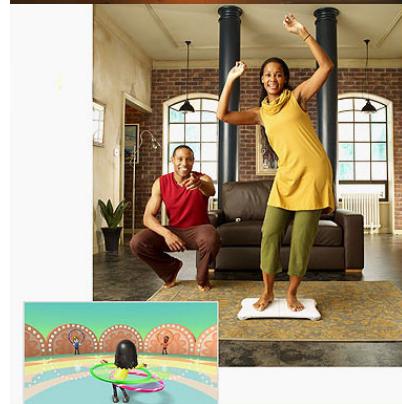
2. Triggering. Feel the motivation to perform an action. For example the fluffy jojo you want to touch.



3. Unobtrusive. Like a "kijkdoos" not forced, you can avoid looking at it but it attracts you and invites you to take a peek.



4. Giving. By giving you establish a connection.



5. Playful. Serious subject brought in a less serious way. For example the Wii; being active with your health and while making pleasure.

8.3 Conclusions

With this interaction vision we can make a selection between ideas; which ones fit the vision and which not. We now all are focused in the same direction. To proceed our project we will use this outcome as inspiration and guideline for the designing. Our next step will be to make future scenarios and ideas around these scenarios involving the interaction vision.

9. Recommendations

To become aware of the context for the future meeting point, research about various project related topics and DESTEP was done. Even if the knowledge gained will not be applied literally in the next stages of the project, it helped us to develop a common mindset in the group. The gathered information was also an input for group discussions.

We visited our client Albert Heijn twice. In the first meeting the presentation of our group was done thus the clients introduced us about their vision about the project. The second visit was used to visit the working areas of the employees and to work there on-site- in the Innovation Cafe. That gave us important insights in the daily life routines of

the employees and the atmosphere of the Innovation Cafe- the actual usage place of future meeting point prototype. In the first project stage we also used VIP to determine the interaction vision. These design qualities will be used in the future stage of the project- as an input for idea generation.

The next step in the project is to use the information gained from DESTEP to work out future scenarios. Thus for each scenario a persona will be created. Then one scenario will be chosen or several merged together to define the future context of the social meeting point. For the idea generation phase we are planning to make a creative session.

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